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Stan Lee PRESENTS: WAR IS HELL!™

CHRIS CLAREMONT AUTHOR / HERB TRIMPE ARTIST / JOHN COSTANZA, LETTERER / MICHELE WOLFMAN, COLORIST / LEN WEIN EDITOR

TODAY'S A LOVELY DAY TO DIE!

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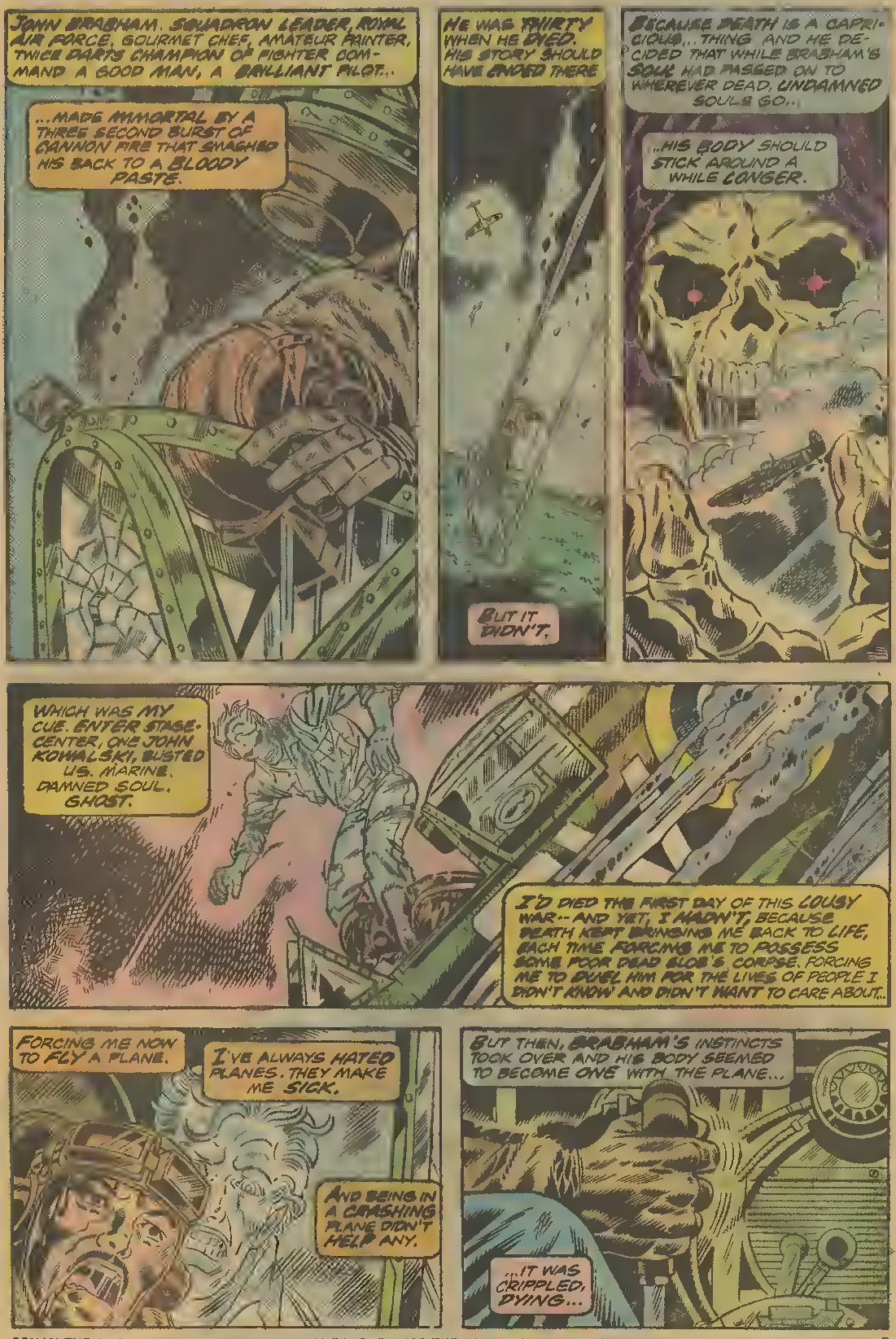
JOHN GRAHAM. SQUADRON LEADER, ROYAL AIR FORCE. GOURMET CHEF. AMATEUR PAINTER. TWICE DARTS CHAMPION OF FIGHTER COMMAND A GOOD MAN, A BRILLIANT PILOT..
...MADE IMMORTAL BY A THREE SECOND BURST OF CANNON FIRE THAT SMASHED HIS BACK TO A BLOODY PASTE.
HE WAS THIRTY WHEN HE DIED. HIS STORY SHOULD HAVE ENDED THERE
BUT IT DIDN'T.
BECAUSE DEATH IS A CAPRICIOUS...THING AND HE DECIDED THAT WHILE GRAHAM'S SOUL HAD PASSED ON TO WHEREVER DEAD, UNDAMNED SOULS GO...
..HIS BODY SHOULD STICK AROUND A WHILE LONGER.
WHICH WAS MY CUE. ENTER STAGE-CENTER, ONE JOHN KOWALSKI, BUSTED U.S. MARINE. DAMNED SOUL. GHOST.
I'D DIED THE FIRST DAY OF THIS LOUSY WAR-- AND YET, I HADN'T, BECAUSE DEATH KEPT BRINGING ME BACK TO LIFE, EACH TIME FORCING ME TO POSSESS SOME POOR DEAD SLOB'S CORPSE. FORCING ME TO DUEL HIM FOR THE LIVES OF PEOPLE I DIDN'T KNOW AND DIDN'T WANT TO CARE ABOUT..
FORCING ME NOW TO FLY A PLANE.
I'VE ALWAYS HATED PLANES. THEY MAKE ME SICK.
AND BEING IN A CRASHING PLANE DIDN'T HELP ANY.
BUT THEN, GRAHAM'S INSTINCTS TOOK OVER AND HIS BODY SEEMED TO BECOME ONE WITH THE PLANE...
...IT WAS CRIPPLED, DYING...

CONTINUED AFTER NEXT PAGE

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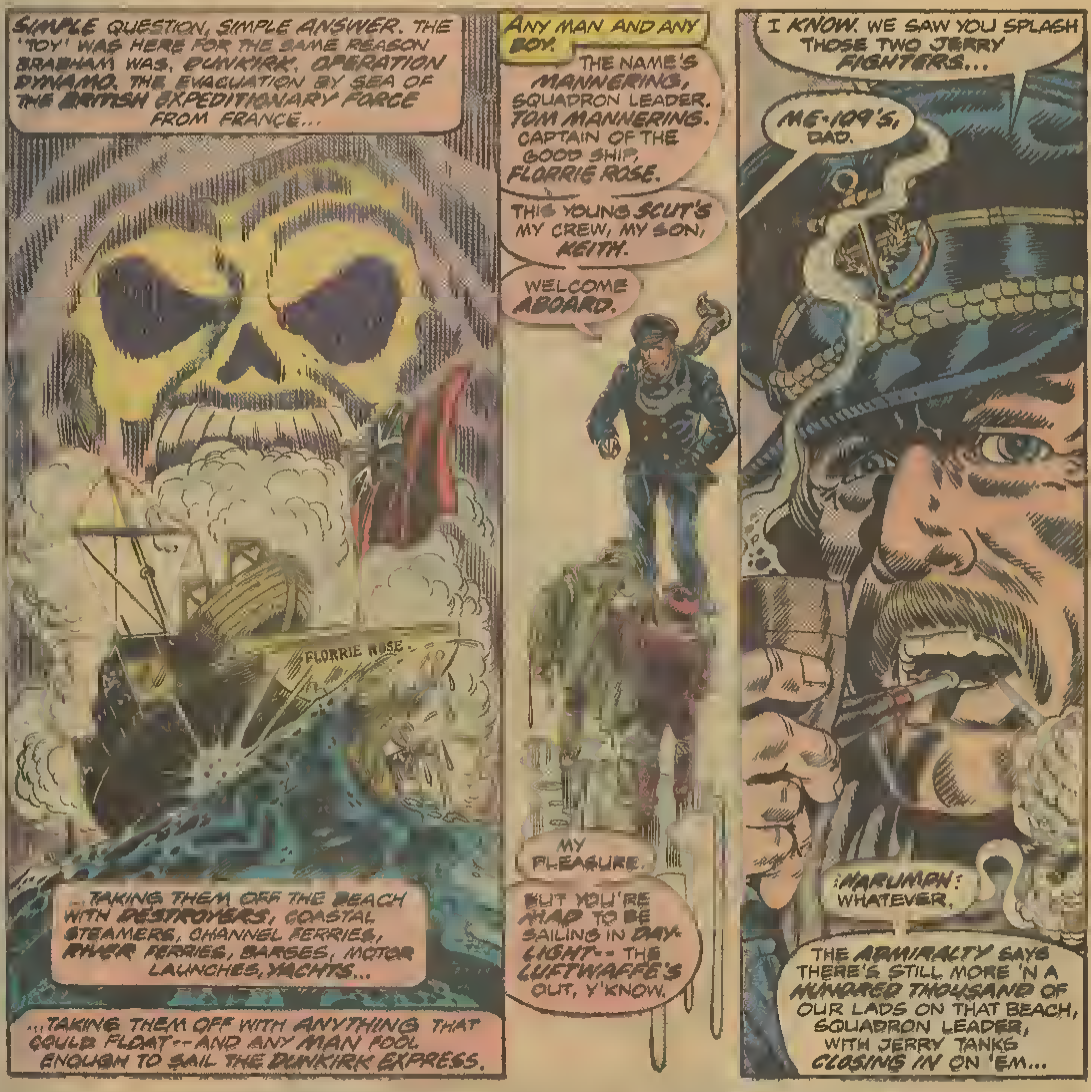
BUH-WHAM!
FALLING, ON THE OTHER HAND, IS SOMETHING ELSE AGAIN.
ESPECIALLY FROM THREE THOUSAND FEET. ESPECIALLY WHEN YOU'RE SCARED OF HEIGHTS.
BUT BRABHAM'S MEMORIES, HIS INSTINCTS, TOOK OVER, HIS RIGHT HAND GROPING FOR THE PARACHUTE'S D-RING, PULLING IT--ALL THE WHILE PRAYING THAT THE 'CHUTE HADN'T BEEN CHEWED TO PIECES IN THE DOGFIGHT.
IT HADN'T.
EVEN SO, I WAS GLAD WHEN I FINALLY HIT THE WATER, I KNEW HOW TO SWIM.
I DIDN'T KNOW HOW TO FLY.
AS IT TURNED OUT, THOUGH, I WASN'T IN THE CHANNEL ALL THAT LONG.
DAD! DAD! THERE'S A MAN IN THE WATER OFF THE STARBOARD BOW!
IT WAS A RIVER PLEASURE CRUISER, AN INLAND TOY! WHAT THE BLAZES WAS IT DOING OUT IN THE ENGLISH CHANNEL, NOT TEN MILES FROM THE FRENCH COAST?



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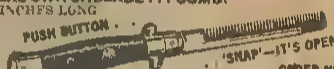

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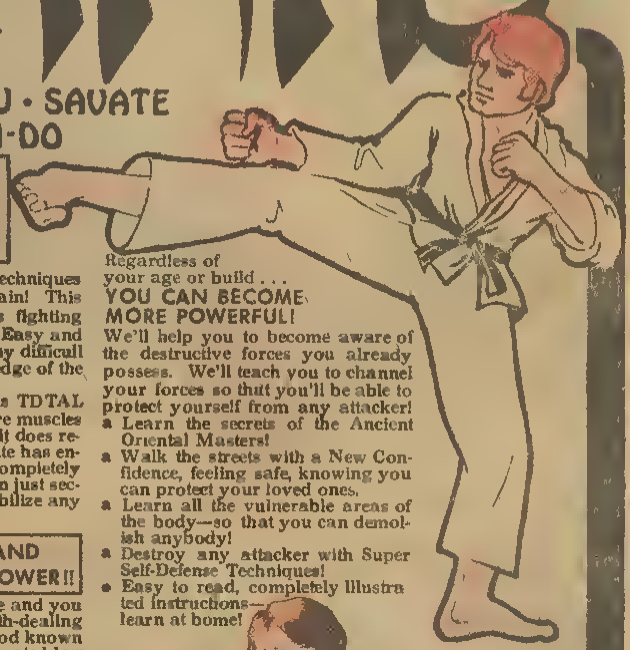

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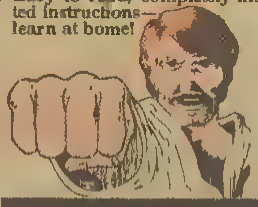

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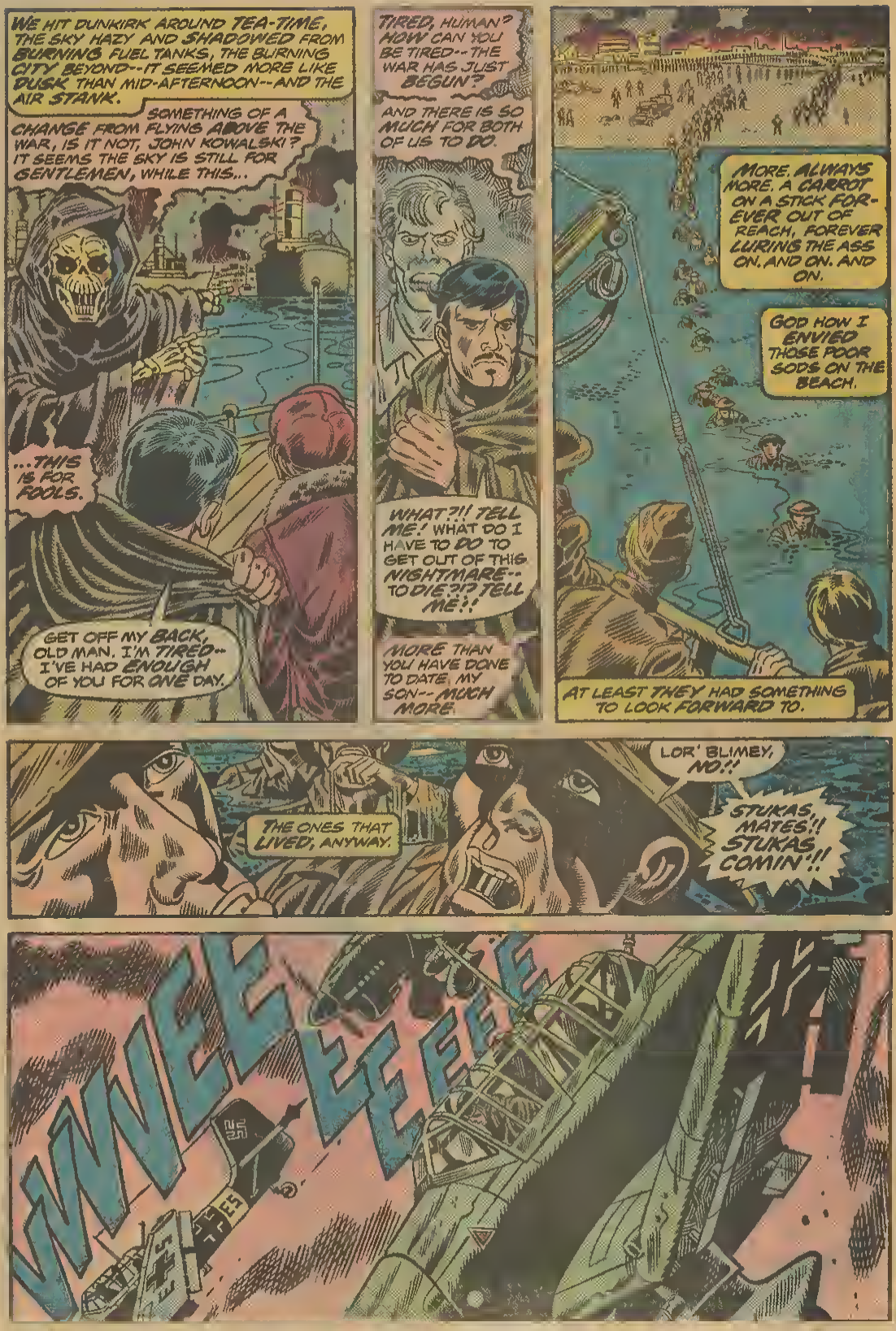
WE HIT DUNKIRK AROUND TEA-TIME, THE SKY HAZY AND SHADOWED FROM BURNING FUEL TANKS, THE BURNING CITY BEYOND--IT SEEMED MORE LIKE DUSK THAN MID-AFTERNOON--AND THE AIR STANK.
SOMETHING OF A CHANGE FROM FLYING ABOVE THE WAR, IS IT NOT, JOHN KOWALSKI? IT SEEMS THE SKY IS STILL FOR GENTLEMEN, WHILE THIS...
...THIS IS FOR FOOLS.
GET OFF MY BACK, OLD MAN. I'M TIRED-- I'VE HAD ENOUGH OF YOU FOR ONE DAY.
TIRED, HUMAN? HOW CAN YOU BE TIRED--THE WAR HAS JUST BEGUN?
AND THERE IS SO MUCH FOR BOTH OF US TO DO.
WHAT?!! TELL ME! WHAT DO I HAVE TO DO TO GET OUT OF THIS NIGHTMARE-- TO DIE?!? TELL ME!!
MORE THAN YOU HAVE DONE TO DATE, MY SON--MUCH MORE.
MORE. ALWAYS MORE. A CARROT ON A STICK FOR-EVER OUT OF REACH, FOREVER LURING THE ASS ON. AND ON. AND ON.
GOD HOW I ENVIED THOSE POOR SODS ON THE BEACH.
AT LEAST THEY HAD SOMETHING TO LOOK FORWARD TO.
LOR' BLIMEY, NO.!!
STUKAS, MATES!! STUKAS COMIN'!!
THE ONES THAT LIVED, ANYWAY.
WEEEEEEE

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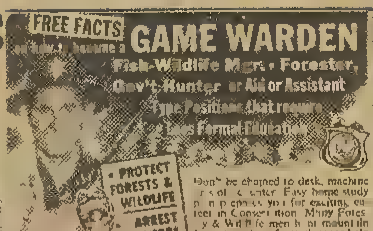

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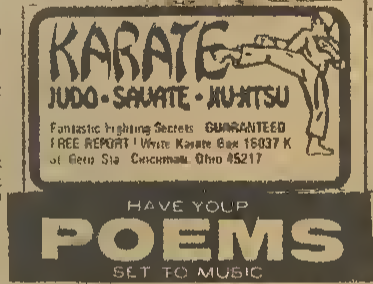

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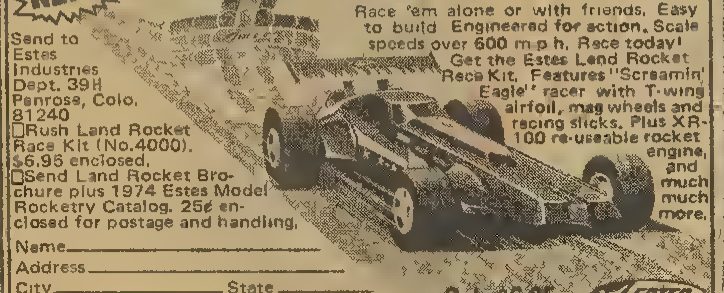

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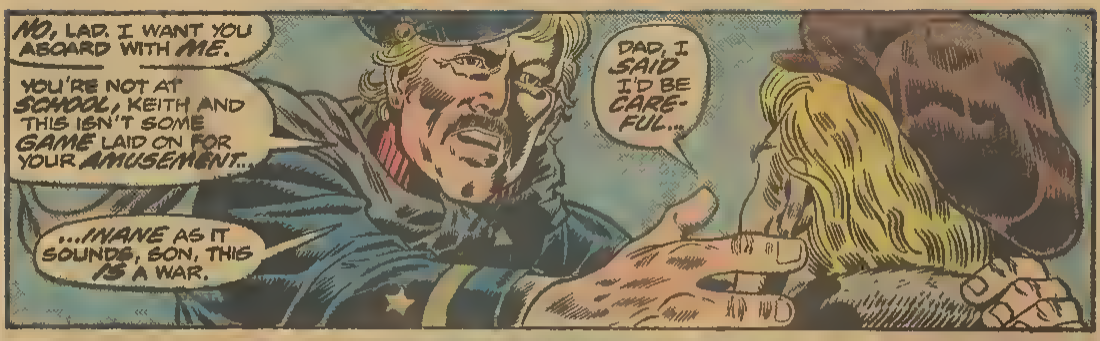
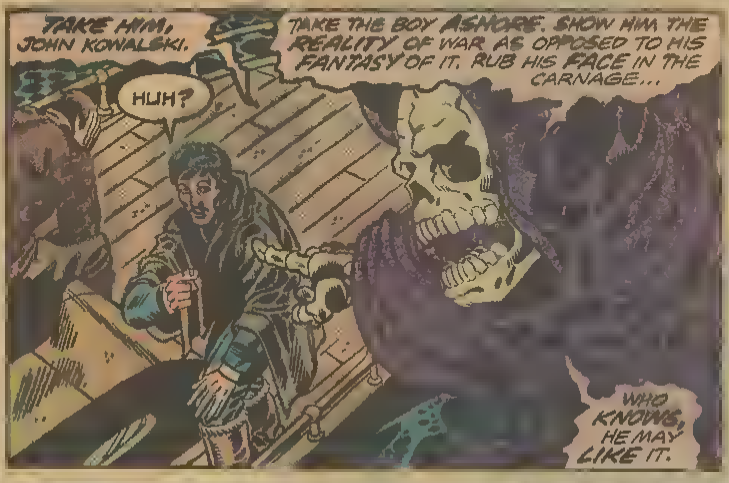
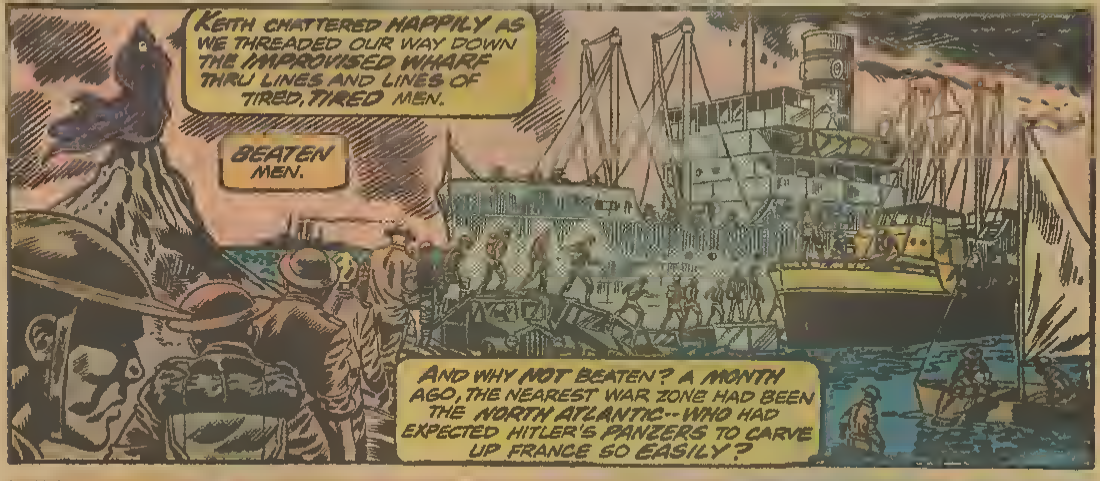
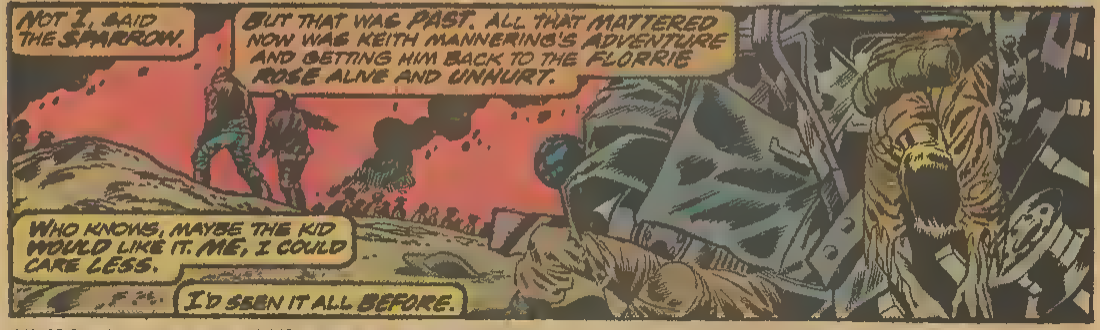

NO, LAD. I WANT YOU ABOARD WITH ME.
YOU'RE NOT AT SCHOOL, KEITH AND THIS ISN'T SOME GAME LAID ON FOR YOUR AMUSEMENT..
...INANE AS IT SOUNDS, SON, THIS IS A WAR.
DAD, I SAID I'D BE CARE-FUL..


TAKE HIM, JOHN KOWALSKI.
HUH?
TAKE THE BOY ASHORE. SHOW HIM THE REALITY OF WAR AS OPPOSED TO HIS FANTASY OF IT. RUB HIS FACE IN THE CARNAGE...
WHO KNOWS, HE MAY LIKE IT.

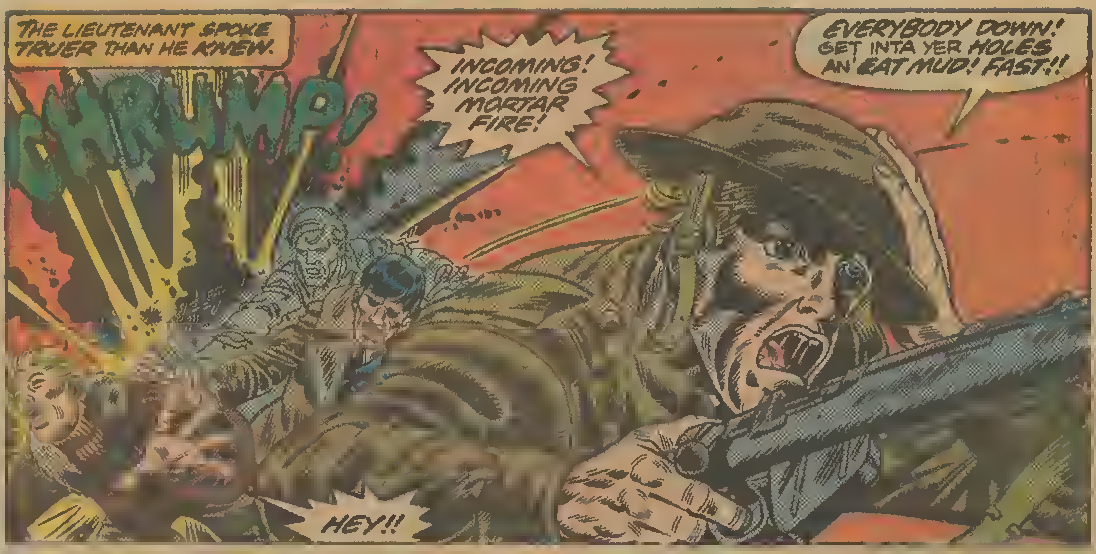
TAKE HIM, LITTLE HUMAN. IT IS DEATH'S WILL.
AH, MR. MANNERING, I'LL... TAKE YOUR BOY ASHORE. AND I'LL SEE HE'S ALL RIGHT.


KEITH CHATTERED HAPPILY AS WE THREADED OUR WAY DOWN THE IMPROVISED WHARF THRU LINES AND LINES OF TIRED, TIRED MEN.
BEATEN MEN.
AND WHY NOT BEATEN? A MONTH AGO, THE NEAREST WAR ZONE HAD BEEN THE NORTH ATLANTIC--WHO HAD EXPECTED HITLER'S PANZERS TO CARVE UP FRANCE SO EASILY?


NOT I, SAID THE SPARROW.
BUT THAT WAS PAST. ALL THAT MATTERED NOW WAS KEITH MANNERING'S ADVENTURE AND GETTING HIM BACK TO THE FLORRIE ROSE ALIVE AND UNHURT.
WHO KNOWS, MAYBE THE KID WOULD LIKE IT. ME, I COULD CARE LESS.
I'D SEEN IT ALL BEFORE.

BUT THEN I STOPPED AND... LOOKED. AND EVERYWHERE I LOOKED, THERE WERE MEN, LINES OF THEM, FIVE MILE QUEUES OF THEM, EVERYONE WAITING PATIENTLY FOR A BOAT TO TAKE THEM BACK TO ENGLAND.
THREE HUNDRED THOUSAND—PLUS MEN CRAMMED INTO A TWENTY MILE STRETCH OF BEACH...
...PRESENTING, TO SOME, AN INDECENTLY TEMPTING TARGET. TOO TEMPTING TO RESIST.
VVVVRRRRRRRRR
OR TO MISS!
PHLOOM!
SCATTER, YOU MEN! EVERYONE, FIND COVER!!
THAT GOES FOR YOU, TOO, KEITH MAINWARING!
BAD WEATHER KEPT JERRY AWAY THE LAST COUPLE OF DAYS...
LOOKS LIKE HE'S MAKING UP FOR LOST TIME.
KEITH SAID NOTHING. HE WAS TOO EXCITED. TOO... HAPPY.
THERE WERE MORE ATTACKS AS WE HEADED DOWN THE BEACH, BUT THE SAND ABSORBED MOST OF THE BOMBS' BLASTS—IT TOOK NEARLY A DIRECT HIT TO HURT ANYONE, MUCH LESS KILL 'EM...
STILL... MEN DIED ON THAT BEACH. ONE WAY OR ANOTHER
AND THEN WE LEFT THE BEACH AND FOUND OURSELVES IN DUNKIRK PROPER.
CAFE BELLE VUE
WHAT WAS LEFT OF IT.

IRON MAN FACES THE MENACE OF THE MODOK MACHINE IN ISH #781



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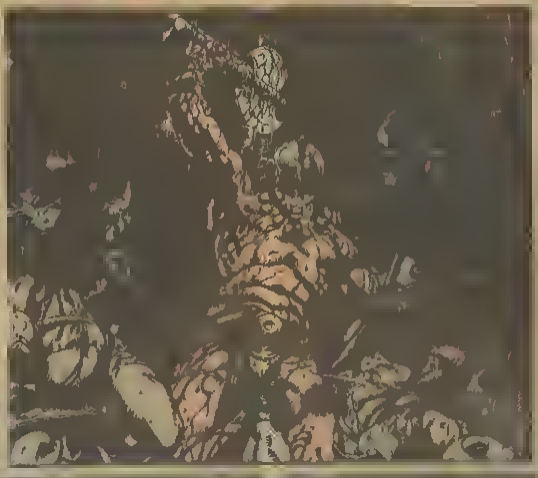

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DIALOGUE WITH A DEAD MAN!

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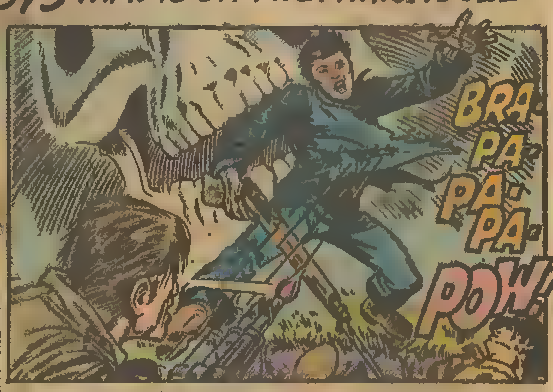
Well, after asking you in WAR IS HELL #11 to "rejoin us in sixty days for another glimpse into Hell," it just so happened that Chris and Don needed 19 pages for their story, thus usurping "Dialogue with a Dead Man" for #12. But we *thrive* on mail, and since we haven't been getting enough to satiate us on this book, we're expecting *every one* of you reading this to send your comments on this ish. Don't let us down!



Dear Chris,

It seems like anything that I find good is doomed to a short existance, so I'll send my condolences now.

Though why I do like WAR IS HELL is hard to say, since I can see a number of things that could be worked on. For instance, what is Death's purpose in making Kolwalski inhabit various doomed bodies? I can't find an adequate explanation in this issue. I know he was cursed, but some higher purpose ought to be given for his quasi-existence. Does Death go along with a dying man's curse because it amuses him to see someone try to prevent the doomed from dying at their appointed time? Does Kolwalski exist because his guilt about not prevanting the disaster at his home town keep him from his eternal rest? I think this is the case, and would make for a strong reason for Kolwalski's pretence in the series.

Without actually knowing what changes Gerber made in your script in the first issue, I can hardly pass on the wisdom of what he did, but I will say that that first story used more horrid cliches than I've seen in a long time. Someone had to be responsible for that.

The artwork. Anybody would be better than Dick Ayers on pencils, and anybody would be better than Sal Trapani on inks. I really like Frank Springer's inking. He almost saved Ayars' pencils. Put him on Parlin and you might have something.

Brian Earl Brown
55521 Elder Road
Mishawaka, IN 46544

Don't send your condolences yet, Brian—we're still alive and kickin' even if our protagonist ain't quite. As for the various points you mention, Cheerful Chris will be striving to clear them up as the series moves along. However, you have pretty much answered your own question about what keeps Kowalski coming back—guilt.

And be sure to let Happy Herbie Trimpe know what you think of his debut on WAR IS HELL; he's been itchin' to draw a war series almost as long as he's been wantin' to try a western!

Dear Chris, Tony, Dick, Frank, Roy and Stan,

WAR IS HELL is a *fantastic* mag. Maybe that's wrong. The word is really fantastic. The word is razor-sharp *realistic*. WIH is very blunt and very sad. Passages like "My papa was a fool'an my papa died for nothing!" You just don't put them words in comic mags! And that bloody bayonet—that brought home to me the real truth about war.

War has come to be something we accept as a part of our lives. Bad. When we accept systematic taxpaid slaughter as part of life, there is something very wrong. "There are certain causes worth fighting for." Wrong. There are some causes *worth dying for*—on the individual level. There is *no* cause worth killing for on *any* level.

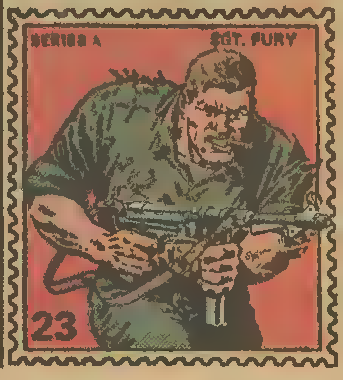
WAR IS HELL reminds me of Harvey Kurtzman's war comics for E.C. back in the 1950's. It's about time this type of thing came back. I wish you'd ship copies in bulk to the Pentagon and the war-agencies all over the world.

P.M.M. Neal Meyer
Bidsleton, WA 99322

Strong reactions, Neal—but then, maybe that's exactly what it *takes* to keep this country out of war. Who knows? All we can say is that it's up to *everyone* to do what they can to keep World War III from becoming a reality. According to researcher David McClelland in the January 1975 PSYCHOLOGY TODAY, we may be heading for war by 1980, based on analyses of popular attitudes in the media.

We don't want that hypothesis to be proven correct; nor do we think that you do. War is *not* glamorous or pretty or a game. It is Hell.

Ask John Kowalski.



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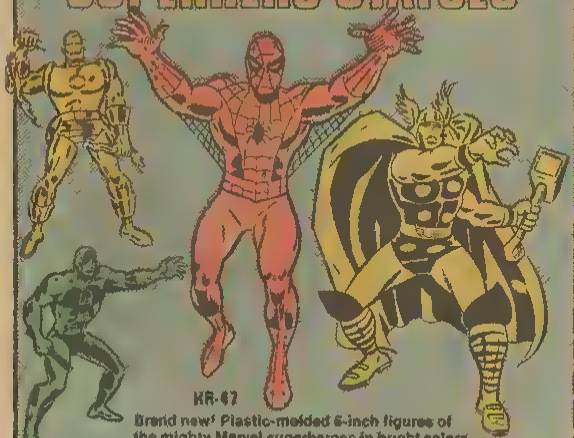

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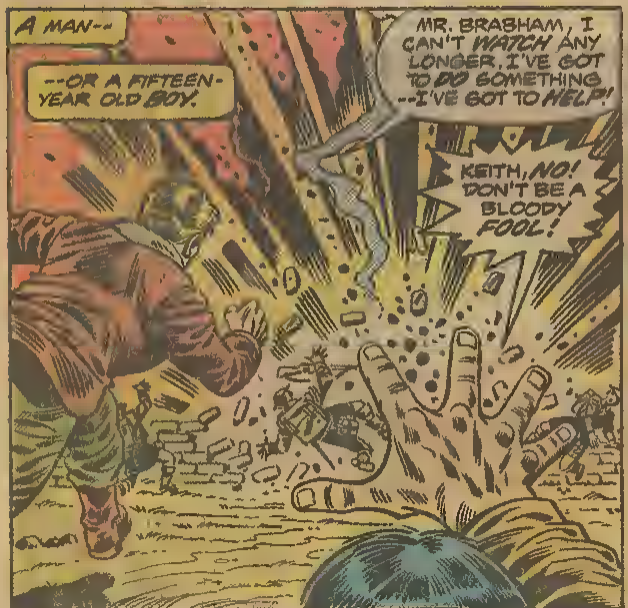
JUST A SCOUT PATROL--BUT IF THEY TOOK THIS BRIDGE AND CALLED FOR THE REST OF GUDERIAN'S PANZERS... DUNKIRK WOULD BE A BLOOD-BATH BY MORNING.

THAT'S HOW THE FIREFIGHT BEGAN--ALMOST BY ACCIDENT, REALLY--MERCILESS, BLOODY, NO-HOLDS-BARRED--THE BRITISH WITH THEIR BACKS TO THE WALL, THE GERMANS SENSING THAT THIS BULLDOG WAS ON ITS LAST LEGS, READY TO BE PULLED DOWN...
AND KEITH CHEERED OUR GALLANT LADS ON EVERY STEP OF THE WAY
FOR WASN'T IT A GRAND AND GLORIOUS THING--FOR A MAN TO DIE IN BATTLE FOR HIS COUNTRY?


A MAN--
--OR A FIFTEEN-YEAR OLD BOY.
MR. BRABHAM, I CAN'T WATCH ANY LONGER. I'VE GOT TO DO SOMETHING--I'VE GOT TO HELP!
KEITH, NO! DON'T BE A BLOODY FOOL!

KEITH WASN'T LISTENING.
C'MON, LADS, AT 'EM! AT 'EM! D'YOU WANT TA LIVE FOR-EVER, THEN?
BRRPOW POW POW

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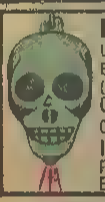

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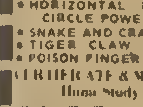

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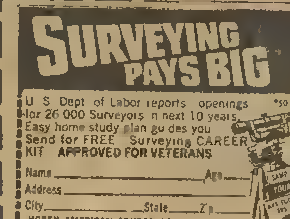

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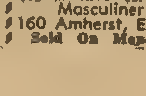

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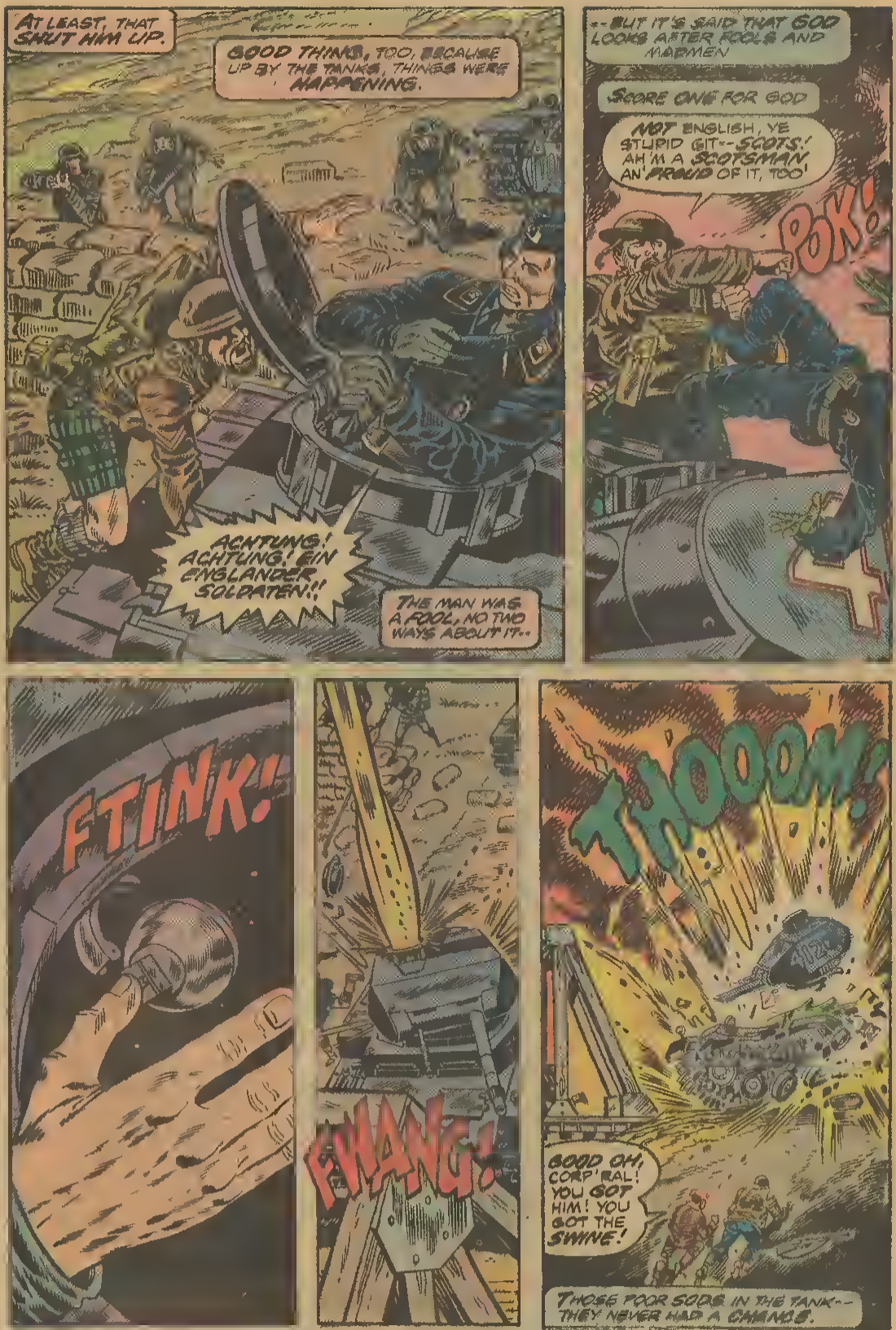
AT LEAST, THAT SHUT HIM UP.
GOOD THING, TOO, BECAUSE UP BY THE TANKS, THINGS WERE HAPPENING.
ACHTUNG! ACHTUNG! EIN ENGLANDER SOLDATEN!!
THE MAN WAS A FOOL, NO TWO WAYS ABOUT IT..
--BUT IT'S SAID THAT GOD LOOKS AFTER FOOLS AND MADMEN
SCORE ONE FOR GOD
NOT ENGLISH, YE STUPID GIT--SCOTS! AH'M A SCOTSMAN, AN' PROUD OF IT, TOO!
POK!
FTINK!
FWANG!
THOOOM!
GOOD OH, CORP'RAL! YOU GOT HIM! YOU GOT THE SWINE!
THOSE POOR SODS IN THE TANK-- THEY NEVER HAD A CHANCE.

CONTINUED AFTER NEXT PAGE

A CATHARTIC COLLECTION OF CAPTIVATING CAPSULE COMMENTS CALCULATED TO CORRAL YOUR CONSCIOUSNESS!

This is it! The recognition we've all been waiting for! You've read movie reviews, book reviews, record reviews, right? Well, now at last, the nation's top literary critics have begun reviewing comics— or, at least, a book about Marvel Comics! I know you're as anxious to read their verdict as I was, so without any further ado, here's the first batch of notices for the ORIGINS OF MARVEL COMICS--

Ray Bradbury, in the LOS ANGELES TIMES: "Stan Lee's new volume is the very stuff for you. It is, as he puts it, 'a pictorial tonic to relieve the awesome affliction that threatens us all: the endlessly spreading virus of too much reality in a world that is losing its heroes.' Stan's book is to me a better light bulb. Frivolous? Perhaps. Frightening? Sometimes. With hidden meanings. Stan Lee's comics are better than Lichtenstein can ever hope to be." THE DAILY ENTERPRISE-SUN: "Comicbook heroes are making a comeback. Nowhere is that comeback put together so attractively as in this winner by Stan Lee. It's the best of the comic collections." SAN FRANCISCO EXAMINER: "The name Stan Lee is known to millions of comic-book fans all over the world. Marvel Comics sell in dozens of countries at a rate of 75 million a year." PLAYBOY: "Very much fun. People have written graduate papers on just such themes, and for them— and all other true believers— we're heading for the newsstand." CUE: "These are fairy tales for older people. They are fun, like Vonnegut and Tolkien. The last place where you can recapture the fantasy— the wonder—" BOOK-OF-THE-MONTH CLUB NEWS: "A snappy new book. One of the good things about Lee's ORIGINS is that for each hero discussed he reproduces the subject's first adventure story along with a more recent episode." WOMAN'S WEAR DAILY: "Lee— might almost be a movie director using the storyboard approach." FAMILY WEEKLY "Stan Lee is in 'big time' publishing." THE PITT NEWS: "This work— is integral to the development of each of the fictional characters created by Marvel. It is a genealogy, a bible. The greatest criticism of the book is that it is not enough." BERGEN COUNTY RECORD "ORIGINS holds one's interest— Lee's writing is as colorful as the book's reprints of historic back issues. What also holds the reader is its recounting of the feeling that went into the creation of the superheroes." THE RUTGERS DAILY TARGUM: "The one you've been waiting for. The one book you can't afford to miss." PHILADELPHIA BULLETIN: "Stan Lee, guiding genius of "Marvelmania" in comic books, has included some gloriously marvelmaniacal comics in this sampler. Even adults, especially gallery-goers, should enjoy the artistry of Marvel Comics books; far and away the leaders in their field" CHICAGO NEWS: "True believers, step right up."

And that's only a sample of the hundreds that are pouring in! Who says comics aren't an idea whose time has come? Who says your bluahin' Bullpen hasn't achieved the year's most stupendous literary breakthrough? Who says this isn't the Marvel Age of Comics? And before some wiseguy shouts "I says!", I'm cuttin' out— It's time to take a troll to tee!

Excelsior!

Stan

ITEM! What's that, Tigers? You say you've been silently scanning those filling letters pages you've become so avariciously addicted to while reading our titanic titles to these many Marvelous years, and you've yet to find the startling new MARVEL VALUE STAMPS we've been promising to toss at ya for the past few months? Well, don't fret, Fearless Ones, your eagle eyes aren't failing you—it's just that the ever-unpredictable inmates of your batty Marvel Bullpen have decided to go all out as usual in their quest to provide the most royally rapturous recreation possible for True Believers everywhere. When the now-legendary SECOND SERIES of MVStamps finally assaults your wide-open orbs in just a few short weeks, they will stun you, they will shock you, they will leave you utterly speechless—for in all your years as madcap Marvelites, you will never in your memory have seen the like of what we have in store for you! And remember, even though the concept is so daringly different, you'll still be able to treat yourself to the same glamorous goodies and more when all one hundred startling stamps are at last in your pulse-pounding possession! Truth to tell, we wouldn't do all this if we didn't love ya!

ITEM! Everyone here has heard the name DAMON RUNYON. He's the scintillating author whose singular view of the screwy city called New York has delighted the hearts of millions everywhere, and birthed such world-renowned productions as "Guys and Dolls" and "Pocketful of Miracles." A genius, right? So who'd ever have thought that TONY (The Tiger) ISABELLA, bare-faced youth from Cleveland, would someday move to Fun City and directly into the penthouse apartment once owned by the illustrious Mr. Runyon himself. We won't say that this startling fact has had any sort of adverse effect on the Tigerish One, but we've noticed a disturbing tendency for names like "Sky Masterson" and "Apple Annie" to pop up in Tony's scripts of late. A subtle influence—or perhaps more? (Wow, what a strange idea— the GHOST RIDER scripted by a ghost writer!)

ITEM! Hey, hope you're one of the lucky ones who's been latching onto the minor masterpieces Judo JIM STARLIN has been turning out every sixty days on the all-new, all-improved WARLOCK strip. As far as we can tell, STRANGE TALES fanatics everywhere are flipping their collective corks over the spectacular Mr. Starlin's dynamic drawings (not to mention his sizzling scripting and capricious coloring). In fact, the only discouraging words we've heard at all thus far have come from a gregarious grey gargoyle called The Golem—and we suspect that he might be just a wee bit prejudiced! Also, let's not forget Dynamic DAVE COCKRUM, whose fan dream of a lifetime came true when he was chosen to illustrate the equally-all-new, equally-all-improved adventures of the X-cruciatingly X-rting X-MEN, who are currently cavorting in their brand-new GIANT-SIZE mag! Who says this ain't the Marvel Age of Sensational Second Chances?

ITEM! And just so you don't think we're sitting on our slightly-wilted laurels, we're gonna let you in on a few soaring secrets! Listen closely now ... we're gonna whisper cause we don't want the competition to hear the names of our newest stars! They'll be popping up in their own spanking-new features in the next few months—and we want you to be prepared for 'em! So look out for BLOODSTONE—he stalks the shadowed lands WHERE MONSTERS DWELL! And the sinister SCARECROW will be waiting for you in the DEAD OF NIGHT! The mind-boggling MODREO THE MYSTIC will be battling arcane forces in the back of GIANT-SIZE WEREWOLF! And lastly, prepare yourself for the coming of SKULL THE SLAYER, a character with a story-line so powerful, we haven't decided where we're gonna present it just yet! Hang in there, Pilgrim—the best is yet to come. (And if you have a few paltry sheckles left over, you might want to pick up the first pulse-pounding issue of a little item called GIANT-SIZE INVADERS! It features the all-new adventures of CAPTAIN AMERICA and BUCKY, the savage SUB-MARINER, and the Original HUMAN TORCH and TORO, fighting for freedom in the torrid early days of World War Two! It's a concept so off-beat, you're just gonna have to love it!) And on that note, we return you to your regularly-scheduled Marvel mag

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SPIDER-MAN in THE TRAP

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THE MINUTE PASSED, THE RECESS ENDED, THE WAR CRANKED UP AGAIN--AS IF NOTHING HAD HAPPENED. AFTER ALL, WHAT WAS ONE CORPSE AMONG FORTY MILLION?
A MAN. LIKE OTHER MEN.
RIGHT, YOU LOT--GET BACK HERE ACROSS THE BRIDGE AND BE QUICK ABOUT IT!
WE'RE PULLING OUT!
YOU HEARD THE OFFICER, KEITH! RUN FOR IT AN' KEEP YOUR HEAD DOWN!
BE A SHAME TO GET IT BLOWN OFF NOW.
POW!
T-POW!
T-POW!
LAST ONES ARE ACROSS, LEFTENANT.
RIGHT! EVERYBODY DOWN! WE'RE GOING TO BLOW THE BRIDGE!
THAT MEANS YOU, RAF, AND YER BOY!
BUH-KOOM!
KEITH AND I MADE IT BACK TO THE BEACH WITHOUT ANY TROUBLE--OUR HIGHLAND FRIENDS MOVING OFF TO JOIN THE LAST QUEUE.
IF THEY WERE LUCKY, THEY'D BE OFF TONIGHT...
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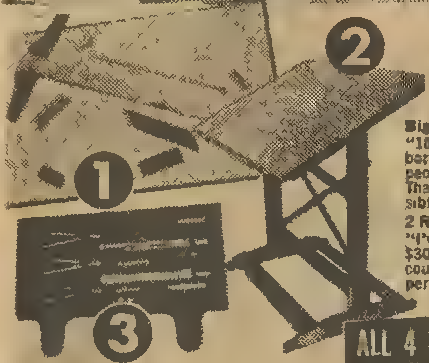

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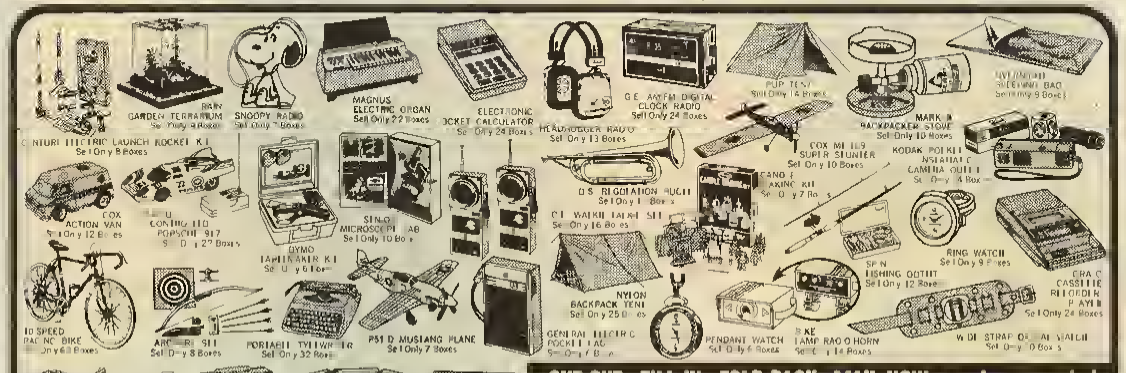

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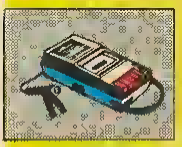

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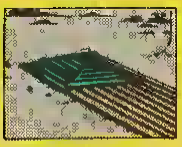

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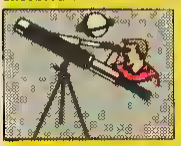

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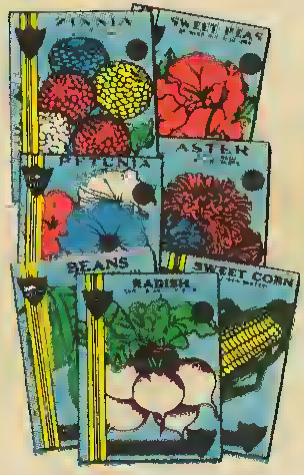
Take your choice of 100 wonderful prizes You can earn as many as you want Most prizes shown here and many more in our Big Prize Book are given WITHOUT COST for selling just one 45-pack order of American Vegetable and Flower Seeds at 40¢ a pack Some of the larger prizes require more sales or extra money as explained in the Big Prize Book



Send NO MONEY, We Trust You

Everybody wants American Seeds. They're fresh and ready to grow You'll sell them quickly to family, friends and neighbors Many boys and girls sell their packs in one day. You can, too—and get your prize at once Or, if you want money instead of a prize, keep $6.00 for every 45-pack order you sell.

USE THESE COUPONS ONLY

To order your seeds, fill out one of *these* coupons and mail in an envelope to

AMERICAN SEED CO.
Dept 546
Lancaster, Pa. 17604
OUR 57th YEAR

MAIL ONE COUPON TODAY
Give the Other to a Friend

AMERICAN SEED CO., Dept 546 Lancaster, Pa. 17604

Please send me your Big Prize Book and one order of 45 packs of American Seeds I'll sell them at 40¢ a pack, send you the money and choose my prize Send seeds checked.

☐ All Flower Seeds ☐ All Vegetable Seeds ☐ Mixed Vegetable and Flower Seeds

Name_____

Address_____

Town_____ State_____ Zip Code_____

AMERICAN SEED CO , Dept. 546 Lancaster, Pa. 17604

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☐ All Flower Seeds ☐ All Vegetable Seeds ☐ Mixed Vegetable and Flower Seeds

Name_____

Address_____

Town_____ State_____ Zip Code_____

WIN

Here's your chance to help Whip Inflation Now in your neighborhood with American Seeds.